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Korean Wine Educators and Journalists Delegation to NW Wine Regions

Report Categories:

CSSF Activity Evaluation

Approved By:

Michael Fay, Director

Prepared By:

Sangyong Oh

Report Highlights:

CSSF Activity Code: 404008

ATO Seoul guided a group of eight Korean wine educators and journalists on an educational trip to Northwest American wine regions in cooperation with Washington State Dep't of Ag., Washington Wine Commission, and Oregon Wine Board. The information and experience that the delegation gained during the trip will be shared with over 100,000 wine enthusiasts in Korea within the next 6 months through newspaper articles, periodical journals, Internet webzines, Internet wine cafes, Internet blogs, and lectures in wine education centers.

General Information:**Author Defined:****CSSF ACTIVITY EVALUATION REPORT**

Name of Activity: Korean Wine Educators and Journalists Delegation to NW American Wine Regions
Activity Code: 404008
Beginning/Ending Dates: June 13-20, 2010
City/Country: Seoul, Korea
Post: ATO Seoul

1. Market Constraints and Opportunities**Constraints:**

- Competitors from both “old world” and “new-world” countries are export-oriented by nature and are deploying aggressive promotions in South Korea. On the contrary, American suppliers are in general focusing on the domestic market since export remains smaller part of the overall business. Korean importers prefer to work directly with the producers (wineries) but many American wineries rely on middlemen (export brokers) to handle export business to Korea.
- The wine demand in Korea is becoming more diversified in terms of varietal, region and winemaking style because many wine drinkers seek to expand their wine knowledge and experience. Competitors have been successful in expanding their market shares by actively promoting new products from new regions. American wines in Korea are heavily centered in California, and as a result few local wine opinion leaders understand the quality, value, and diversity of other American wines available from outside of California.
- Demand for wine in Korea is strongly influenced by European suppliers, and as a result views and knowledge of both traders and consumers are skewed toward European wines. French wines remain as

the reference for quality in the market.

- Chilean wines have emerged as the leading product in the low to medium price segment in Korea mainly due to the South Korea-Chile Free Trade Agreement that went into effect in 2004. It is likely that the South Korea-European Union Free Trade Agreement will go into effect in 2011, which will also boost sales of value-oriented European wines in Korea.

Opportunities:

- The wine market has been on a rapid growth in Korea. The health benefit of drinking red wine is firmly publicized in the market. In addition, more consumers are embracing internationalized lifestyle and food culture, which incorporates wine.
- Wine currently comprises less than two percent of total alcoholic beverage consumption in Korea, which indicates a significant growth opportunity in the coming years.
- Characteristics of American wines, such as ripe, fruit-forward flavors and consistent quality, are well accepted by many Korean wine consumers, in particular among young consumer groups in 20's and 30's.

2. Outcomes

A total of eight Korean wine educators and journalists traveled core parts of the wine producing regions in the state of Washington and Oregon from June 13 to 20. The delegation visited a total of 20 wineries during the trip and met with a large number of industry leaders in each region. The delegation also attended the Seattle Wine Awards and had a chance to taste wines from over 100 top wineries in Washington. Travel itinerary and ground transportation was provided by Washington State Department of Agriculture, Washington Wine Commission, and Oregon Wine Board. Two staff from ATO Seoul accompanied the delegation as travel guide and interpreter.

Each member of the delegation gained in-depth knowledge about the quality, diversity, and value of wines from the Northwest regions from the trip. All members, except one who had traveled to Oregon once in the past, was first time visitors to the Northwest wine regions. The delegation traveled in vans throughout the itinerary, which allowed the members to fully understand the natural and historical background of the Northwest wine industry. The itinerary included visits to an orchard farm and a hazelnut farm, so the members had a chance to learn about the agricultural aspect of the Northwest

regions as well.

It is expected that the knowledge and experience that the delegation gained during the trip will be shared with over 100,000 wine enthusiasts in Korea within the next 6 months. Scope of the target audience and media, to which the delegation members exert significance influence on a regular basis, include:

- Kyunghee University, Seoul: Over 300 students take wine classes each year, including some 60 students under BS/MS/Ph.D. degree courses in the School of Hotel & Tourism.
- The Korea International Sommelier Association: Over 100 sommeliers who work in leading hotels, restaurants, and trading companies.
- Naver.com Internet Wine Cafe (<http://cafe.naver.com/wine>): A leading on-line wine community in Korea. It has over 37,000 registered members and an average of 2,000 visitors per day.
- Baromworks-Winebooks, Inc.: The leading publication company in Korea dedicated for books in the subject of wine. The company publishes about three to five wine books each year, targeting 3,000 key wine enthusiasts in Korea.
- www.wineok.com: An Internet wine information search site, which has an average of 500 visitors per day.
- Wine21.com (www.wine21.com): A leading on-line wine community in Korea. It has over 40,000 registered members and an average of 5,000 visitors per day.
- WSA-PDP Wine & Spirit Academy: A leading wine school in Korea, which teaches over 150 students each year.
- Joong-Ang Daily News: One of the leading daily newspapers in Korea with over 2 million subscribers. The wine blog news under the newspaper has a total of 940,000 accumulated visitors since its inception with an average of 1,000 visitors per day.
- Forbes Korea: One of the leading periodical journals in Korea with over 5,000 subscribers.
- Korea Wine Forum: A non-profit organization that launched in 2007 under the single objective of sharing wine culture and knowledge with the general public. The over 100 members of the organization include wine importers, distributors, sommeliers, educators, and journalists.

- Monthly Wine Review: A leading wine journal in Korea, which has over 3,000 readers

Below are links to some of the media articles that the delegation members generated since the trip:

http://article.joins.com/article/article.asp?total_id=4267896

[워싱턴 와인의 재발견 1 - 시애틀 와인 어워즈 & 와인 자이언트 ‘샤또 생 미셸’](#)

[워싱턴 와인의 재발견 2 - 레드 마운틴이 있는 트라이 시티 \(Tri Cities\)](#)

[워싱턴 와인의 재발견 3 -알라왈라 & 콜럼비아 고지](#)

http://www.wine21.com/news_view.php?news_code=300&news_seq=32761

<http://www.facebook.com/profile.php?id=100000667645599>

3. Recommendation

As a follow-up to this activity, Post plans to organize “Discover the Wines of NW America” Seminar & Trade Tasting in FY2011 to promote the NW wine regions to a larger number of wine opinion leaders in Korea. Post hopes that Washington Wine Commission and Oregon Wine Board will join the effort.

4. Investment

Activity Name	Code	Cost	Source
NW Wine Delegation	404008	\$25,000	CSSF
		\$1,500 (estimate)	WSDA
		\$1,500 (estimate)	WWC
		\$3,000 (estimate)	OWB

5. Contacts

For further information or questions, please contact;

Agricultural Trade Office, U.S. Embassy

Unit #15550, APO AP 96205-5550

Tel: 82-2-397-4188

Fax: 82-2-720-7921

E-mail: Atoseoul@usda.gov

Web: www.atoseoul.com

6. Participant List

Mr. Jae-Youn Ko, Ph.D.

Professor, College of Tourism & Hotel Management, Kyunghee University, Seoul

Tel: 82-2-961-9389

Fax: 82-2-964-2537

E-mail: jyko@khu.ac.kr

Mr. Hwi-Woong Jeong

Operator, Naver Internet Wine Cafe (<http://cafe.naver.com/wine>)

Tel: 82-2-3470-4322

Fax: 82-2-3470-4301

E-mail: hwjeong101@naver.com

Mr. Kyung-Jong Yoo

CEO, Baromworks-Winebooks, Inc.

Tel: 82-2-549-0340

Fax: 82-2-549-0630

E-mail: baromworks@korea.com

Ms. Seung-Soon Choi

CEO, www.Wine21.com

Tel: 82-2231-4901

Fax: 82-2231-4902

E-mail: ceo@wine21.com

Ms. In-Soon Lee

Head Instructor, WSA-PDP Wine & Spirit Academy

Tel: 82-2039 5235 (ext. 301)

Fax: 82-2039 5239

E-mail: lisoon@wsapdp.com

Mr. Yong-Seok Son
Reporter, Joong-Ang Daily News / Monthly Forbes Korea
Tel: 82-2-2000-5294
Fax: 82-2-2000-5310
E-mail: soncine@joongang.co.kr

Mr. Seh-Yong Lee
Vice Chairman, Korea Wine Forum
Senior Director, Research & Policy Division, MBC
Tel: 82-2-789-4034
Fax: 82-2-789-4039
E-mail: sylee@mbc.co.kr

Mr. Doo-Hwan Bae
Reporter, Monthly Wine Review
Tel: 82-2-396-0585
Fax: 82-2-396-0588
E-mail: baedoobaedoo@nate.com

7. Travel Itinerary

S. KOREAN WINE EDUCATORS & JOURNALISTS DELEGATION

WASHINGTON ITINERARY

June 13th – 16th, 2010

Guests:

Mr. Jae-Youn Ko, Ph.D.: Professor, College of Tourism & Hotel Management, Kyunghee University, Seoul
Mr. Hwi-Woong Jeong: Operator, Naver Internet Wine Cafe (<http://cafe.naver.com/wine>)
Mr. Kyung-Jong Yoo: CEO, Baromworks-Winebooks, Inc.
Ms. Seung-Soon Choi: CEO, www.Wine21.com
Ms. In-Soon Lee: Head Instructor, WSA-PDP Wine & Spirit Academy
Mr. Yong-Seok Son: Reporter, Joong-Ang Daily News / Monthly Forbes Korea
Mr. Seh-Yong Lee: Vice Chairman, Korea Wine Forum, Senior Director, Research & Policy Division, MBC
Mr. Doo-Hwan Bae: Reporter, Monthly Wine Review
Mr. Michael J. Fay: Director, Agricultural Trade Office, U.S. Embassy Seoul
Mr. Sangyong Oh: Market Promotion Specialist, Agricultural Trade Office, U.S. Embassy Seoul

Hosts:

David Mudd: [International Marketing Program](#), Washington State Department of Agriculture

360-902-2164 office
360-951-6453 mobile
360-902-2089 fax
dmudd@agr.wa.gov

Lily Huynh: Export Manager, Washington Wine Commission
1000 2nd Avenue, Ste 1700
Seattle, WA 98104-3621
206-326-5755 office
206-369-9017 mobile
lhuyh@washingtonwine.org
www.washingtonwine.org

Dave Anderson: International Marketing Specialist, Washington State Department of Agriculture

Josh Weiner: International Marketing Specialist, Bryant Christie
503-784-2485 Mobile

Sunday, June 13th: Arrive in Seattle!

16:30pm	Delegation meet @ Incheon Int'l Airport Exit 7/8, 3F (middle section of the terminal) Sangyong Oh (cell: 010-8985-0530)
18:40pm	Depart Incheon, Korea United Air 1066 (operated by Asiana OZ 272)
12:30pm	Guests arrive in Seattle Immigrations check - Baggage Claim - Customs check
2:00pm	Vans pick up by WSDA/WWC (Josh Weiner: 503-784-2485)
3:00pm	Check in to Hotel Vintage Park 1100 Fifth Avenue Seattle, WA 98101 Tel: 206-624-8000 www.hotelvintagepark.com (Rate = \$149 + tax)
4:00pm	Vans pick up by WSDA/WWC
4:30pm – 6:30pm	Seattle Wine Awards (\$50 admission ticket)
6:30pm	Depart for Woodinville
7:00pm	Chateau Ste Michelle: tour, tasting and dinner at the winery
Overnight	Hotel Vintage Park

Monday, June 14th: Head East to the Tri Cities!

7:00am	Breakfast at your own leisure Hotel check out
8:00am	Depart for the Tri Cities
11:30am	Check in to the Hampton Inn 486 Bradley Boulevard Richland, Washington 99352 Tel: 509-943-4400 www.hamptoninnrichland.com (Rate = \$73 + tax)
12:00pm – 1:30pm	Lunch at Anthony's in Richland (no host)
2:30pm – 4:00pm	Gordon Brothers Cellars: tour and tasting with Jeff Gordon
4:00pm	Depart Gordon Brothers for Red Mountain
4:45pm – 6:15pm	Col Solare: tour and tasting at the winery
6:30pm	Desert Wind Winery: tour, tasting and dinner at the winery
Overnight	Hampton Inn

Tuesday, June 15th: Horse Heaven Hills & Walla Walla

7:00am	Breakfast at your own leisure Hotel check out
8:00am	Depart for the Horse Heaven Hills
9:00am – 10:30am	Columbia Crest: tour and tasting at the winery
10:30am	Depart for Walla Walla
12:00pm – 2:00pm	Woodward Canyon: tour, tasting and lunch at the winery with winemaker Kevin Mott
2:00pm – 3:15pm	L'Ecole No 41: tour and tasting at the winery
3:15pm	Depart L'Ecole No 41 for the Marcus Whitman Hotel
3:30pm	Check into the Marcus Whitman Hotel, followed by some free time Six West Rose Street Walla Walla, WA 99362 Tel: 866-826-9422 www.marcuswhitmanhotel.com (Rate = \$70 + tax)

4:30pm	Depart downtown Walla Walla for Pepper Bridge Winery
5:00pm – 6:15pm	Pepper Bridge: tour and tasting at the winery
6:15pm	Northstar Winery: tour, tasting and dinner at the winery
Overnight	Marcus Whitman Hotel
Wednesday, June 16th: Columbia Gorge & Oregon!	
7:00am	Breakfast at your own leisure Hotel check out
8:00am	Depart the hotel for the Columbia Gorge
11:30am – 12:30pm	Syncline Winery: tour and tasting at the winery
12:30pm	Oregon Wine Board will pick the group up from here and begin the Oregon Itinerary!
<p style="text-align: center;">OREGON ITINERARY June 16th – 19th, 2010</p> <p>Hosts: Katie Bray: International Program Manager, Oregon Wine Board 1200 NW Naito Parkway, Suite 400 Portland, OR 97209-2829 (503) 228-8336 ext 27 office (503) 913-1235 mobile (503) 228-8337 fax Katie@oregonwine.org www.oregonwine.org</p> <p>Annie Cocchia: Marketing Manager, Oregon Wine Board (503) 228-8336 ext 33 office (503) 891-2649 mobile annie@oregonwine.org www.oregonwine.org</p> <p>Idris Khoshnaw, Eagle Shuttles (driver) (503) 515-3111 hillsboroairporter@gmail.com</p>	
1:15pm - 3:15pm	Phelps Creek Winery (winery tour and lunch)
3:30pm - 4:30pm	Orchard Tour (McCurdy Farms)
6:30pm	Comfort Inn & Suites 2520 Southeast Stratus Avenue McMinnville, OR 97128 Tel: (503) 472-1700 http://www.comfortinn.com/hotel-mcminnville-oregon-OR177?promo=gglocal

	(Rate = \$90 + tax)
7:15 pm	Depart hotel for group dinner (vans pick up)
7:30 pm	Delegation group dinner (no host, reserved): Nick's Italian Cafe 521 NE Third Street, McMinnville (503) 434-4471 http://www.nicksitaliancafe.com/
Overnight	Comfort Inn & Suites
Thursday, June 17th: Willamette Valley!	
7:00am	Breakfast at your own leisure (complimentary light food @ hotel)
8:15 am	Depart the hotel
9:00am - 10:30am	Cristom
11:15pm - 1:15pm	Four Graces (winery tour & lunch)
1:30 pm - 3:00pm	Penner Ash
3:30pm - 5:00pm	Argyle
5:00pm	Depart for hotel
6:45pm	Depart hotel for Jae's Landing (vans pick up)
7:00pm	Dinner with Vinideus Korea (Mr. Jae Chon, 503-504-8906)
Overnight	Comfort Inn & Suites
Friday, June 18th: Willamette Valley and move to Portland!	
7:00am	Breakfast at your own leisure (complimentary light food @ hotel) Hotel check out
8:45am	Depart the hotel
9:30am - 11:00am	Domaine Serene
11:15am - 1:15pm	Erath (winery tour & lunch)
1:45pm - 3:15pm	Elk Cove
3:30pm - 5:00pm	Montinore
5:30pm - 6:30pm	Hazelnut Orchard Tour (Jossy Farms)
6:30pm	Drive to Portland
7:00pm	Hotel Modera 515 Southwest Clay Street Portland, OR 97201

	Tel: 503-484-1084 http://www.hotelmopera.com (Rate = \$129 + tax)
8:00pm	Delegation group dinner (no host, walking distance, reserved, prix fixe menus recommended - \$25) Heathman Restaurant 1001 SW Broadway, Portland (503) 790-7752 http://www.heathmanrestaurantandbar.com/index.html \$25 Prix-Fixe Menus with Dining Month Portland (3 course meal)
Saturday, June 19th: Back to Home!	
8:00am	Hotel check out and depart for the airport
10:34am	Depart Portland United Air 6833 (operated by United Express/Skywest)
11:36am	Arrive Seattle
14:25pm	Depart Seattle (United 1067 / Asiana OZ 271)
Sunday, June 20th: Back to Home!	
17:50pm	Arrive in Incheon, Korea